



# 2021 Impact Report





OUR MISSION:

**Empowering  
entrepreneurs to  
do immense good.**

OUR VISION:

**The value created by  
technology benefits  
those who need it most.**





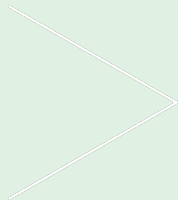


# Our Core Values

These values lead our work every day and make doing immense good possible.

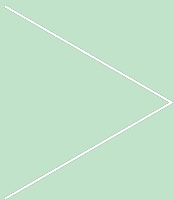
## Follow Data

We make all decisions using the best data available, informing our approach to impact and guiding us to be nimble when the data takes us to unexpected conclusions.



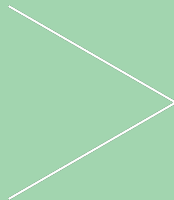
## Maximize Impact

We are rigorous with how and where we spend our time and energy. We focus on the counterfactual and prioritize the most important things we can do to have an outsized impact.



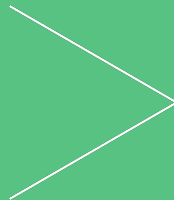
## Energize Others

Amazing things happen when people come together to tackle important problems. We show up in a positive way that uplifts others, creating environments where authentic positivity can thrive.



## Take Action

We roll up our sleeves and do what's needed for us all to succeed. We believe that the future isn't going to shape itself, and it requires us to take initiative and be innovative to solve the world's most pressing problems.



# IMMENSE



# GOOD

In a world with countless problems to solve and millions of charities to choose from, the Founders Pledge community continues to give generously and strategically.

This generosity enabled some of the most impactful charities to continue making meaningful progress towards resolving some of the world's most pressing issues.







# Here's what we accomplished together in 2021:

**101**

NEW MEMBERS

**\$24 million\***

IN GRANTS WE'VE INFLUENCED TO  
RECOMMENDED CHARITIES  
↑ 135% FROM 2020

**\$61+ million**

IN GRANTS TO END USER CHARITIES

**\$117+ million**

DONATED TO THE CHARITABLE SECTOR

**\$2.9 billion**

PLEDGED TO CHARITY



## PLEDGE

Members commit a chosen portion of their current or future wealth to charities of their choosing.

## CONNECT

We support members throughout their journey with opportunities to collaborate and learn from experts.

## LEARN

We provide philanthropic advice and in-depth charity research so that members can maximise the impact of their donations.

## GIVE

We provide an end-to-end giving structure and Donor Advised Fund, allowing our members to make donations seamlessly.

# Our Model

We take members on a journey informed by evidence and expertise to become more informed and strategic philanthropists.







# Effectiveness Matters

There are more than 10 million charities in the world. Evidence shows that some charities have tens and even hundreds of times more positive impact than others with the same amount of funding.

**Meaning a million dollars donated to a highly effective charity can carry the same weight as a billion invested poorly.**

This is why we focus on identifying the world's most pressing problems and diligently discovering the best funding opportunities for our members worldwide. Our Research team conducts rigorous analysis to find outstandingly impactful giving opportunities across a range of cause areas — making it easier for our members to do as much good as possible.



# Member and community support drives our impact

We are a nonprofit. Our operating expenses are supported by gifts from our members and other generous donors so that we can remain singularly focused on empowering our community to do the most good with every dollar donated to charity.

- **Unrestricted charitable support allows us to challenge points of view and introduce our community to cause areas that are often overlooked.**







Impact. At Scale.

# \$737+ million

## donated to the charitable sector by our members since 2015

**\$7b**

Pledged by our  
community

**1,683**

Members from 36  
countries & growing

**\$214.2m**

Total grants to end-  
user charities

**\$39.6m**

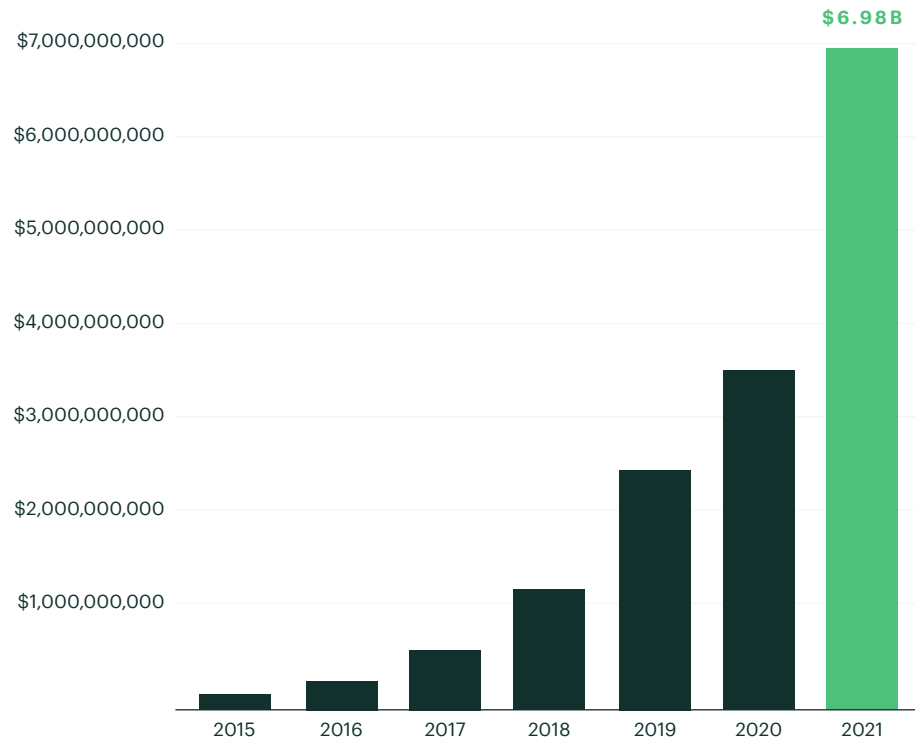
In grants we've influenced &  
allocated to recommended charities



# In 2021, our pledge value nearly doubled.

Our members committed **\$2.9b** of their personal proceeds to charity—smashing our \$1b goal by leaps and bounds. Members pledged more than ever with an average of 11.9% in 2021. We're continually inspired by our community's commitment to use their unique talents and resources to solve the world's most pressing problems.

## TOTAL PLEDGED TO CHARITY TO DATE

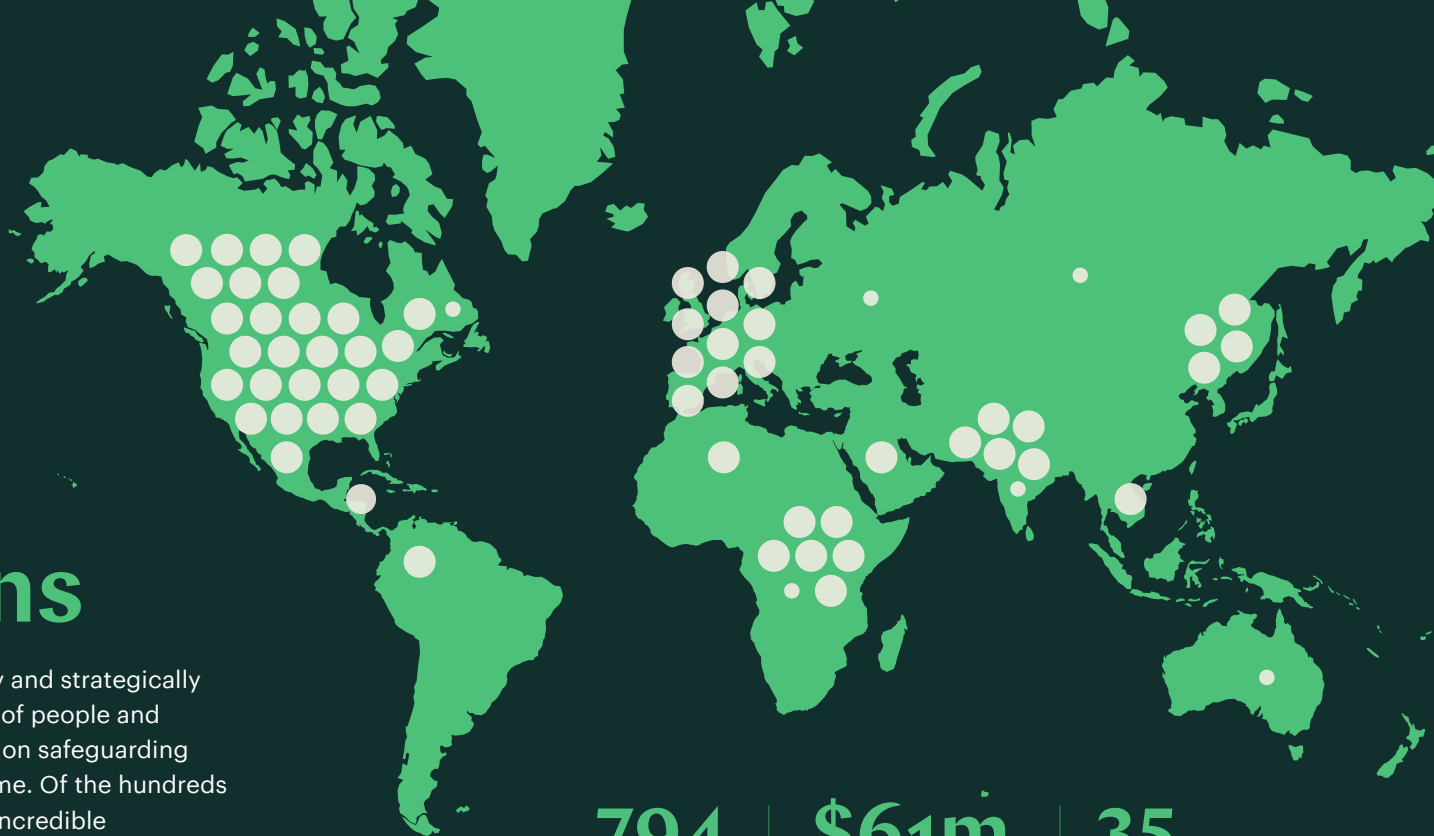






# 2021 Donations

Our community gave generously and strategically last year to reduce the suffering of people and animals alive today and focused on safeguarding our future for generations to come. Of the hundreds of grants made possible by our incredible members, climate change, existential risk and education received the highest overall grant totals.



**794**  
GRANTS

**\$61m**  
GRANTED TO END  
USER CHARITIES

**35**  
CAUSE  
AREAS

\*Map reflects representation of number of grants by region, some grants had global benefit. Not representative of dollar spend, only instances of deployment.



# Redefining what it means to give back.

## A global community

Last year we welcomed 101 new members to our community of innovative and ambitious founders, investors and leaders committed to social good.

Our community is united by a desire to do immense good, and we curate opportunities to learn from thought-leaders in the philanthropic field, explore evidence-led impact strategies, and share ideas with one another to accelerate impact together.

Ranging from intimate retreats to large virtual gatherings, we hosted virtual and in-person events in 2021 across the world to engage our global community. Topics included climate change, animal welfare and alternative proteins, longtermism and existential risk, and global health and development. Last year we:

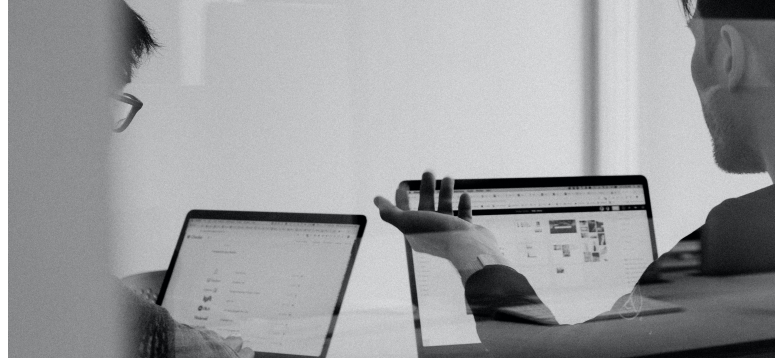
- Hosted a virtual launch event for our new Patient Philanthropy Fund
- Gathered a small group of members and their partners, thought-leaders, and key staff for a summer retreat in Mykonos, Greece
- Launched our inaugural book club with Bill Gates: "How to avoid a climate disaster"
- Brought members together for intimate dinners with thought leaders across the globe



# Advising

Identifying the most effective charities to solve the world's most pressing problems can be challenging. **Informed by the latest charity research, our advisors are here to help our members build tailored giving portfolios to do immense good as easily and thoughtfully as possible.**

With our values-based approach, our advisors guide members through big questions and help them articulate the core values that will underpin their giving. They work with our members to understand their goals, identify charitable focus areas, and build giving portfolios to maximize impact.



"I wanted to know that my pledge had the biggest impact possible and without Founders Pledge I would have given the same amount, but have achieved much less. We learned a lot in the process. We discovered new charities but also new problems. The Founders Pledge Advisory service helped us look beyond preconceived notions of charity and how to make a difference.



**Julien Lemoine**  
Co-founder of Algolia



## FOUNDERS PLEDGE RESEARCH AREAS:

# Benefitting current generations

There are known and promising solutions to many of the most pressing problems facing current generations, with even more being continuously developed and improved. Many of the most well-evidenced and effective solutions focus on health and poverty alleviation in low- and middle-income countries.

# Improving the lives of animals

There are 33 billion animals living in industrial farms (compared to 1 billion pets and 100 million laboratory animals), yet farmed animals receive little philanthropic support. These animals live in extremely poor conditions with high rates of disease, pain and immobility. We believe improving their conditions is a highly effective way of doing good.

# Benefitting future generations

The interests of future generations are important to many people, yet relatively little effort is spent protecting them. Technological progress has brought us great benefits, but also exposed us to emerging risks such as nuclear war and engineered pathogens. Mitigating these is a promising option for donors open to high-risk, high-return philanthropy.



AS SEEN IN: **Vox**

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# Introducing: The Patient Philanthropy Fund

In November 2021, we launched the [Patient Philanthropy Fund](#), a first of its kind fund designed to safeguard and improve the future of humanity. PPF is exploring how investing financial resources now so they can be used to do more good in the future could be a powerful way to multiply long-term impact. We established the PPF to deploy funding during pivotal moments, for instance, when there is a major opportunity to protect our future or respond to an existential catastrophe that threatens it.



**Jaan Tallinn**

Co-founder of Skype, PPF Founding Partner & Foundry Donor

“I’m supporting the Patient Philanthropy Fund because, despite spending more than a decade understanding how to maximise my impact, I acknowledge there is a possibility that I might be wrong in my assumptions and reasoning, particularly in the very long term. So, it’s crucial to have diversification and hedge one’s own bias - PPF provides this optionality”.





# Our recommended charity spotlights



## ANIMAL WELFARE

### Good Food Institute

Working with governments, corporations, and scientists around the world, GFI is accelerating plant-based and cultivated meat innovation to mitigate climate change and eliminate meat's contribution to antibiotic resistance, pandemic risk, and animal exploitation.



United States



Cost-effective  
Advocacy



## EDUCATION

### Teaching at the Right Level Africa

TaRL Africa teaches students at their actual learning levels, rather than the level recommended by curriculum, offering one of the most promising solutions to improving education quality.



Cote d'Ivoire,  
Nigeria, Zambia



Strong evidence of  
improving education



## CLIMATE CHANGE

### Clean Air Task Force

Advocating for clean air measures and innovation in low-carbon technology, CATF works to reduce air pollution emissions from fossil fuels and to solve climate change while ensuring that people in growing economies have enough energy to meet their needs.



United State &  
Europe



Outstanding  
track record



# Our Donor Advised Fund

A majority of members use our Donor Advised Fund (DAF). DAFs function like charitable bank accounts and enable donors to give to charity in a tax-efficient way, and to consider investing their charitable resources so that more is available to give in the future.

Our DAF is global first and giving to international nonprofits is barrier free. We're unique in that we charge no administrative fees for up to \$5m assets under management.

**Our aim is to ensure that as much money as possible goes directly to the charities our members choose to support, no matter where they are.**



DONORS  
CONTRIBUTE



ASSETS  
GROW



CHARITIES  
BENEFIT





# Eunice's story



NAIROBI,  
KENYA

GiveDirectly works to end poverty and transform lives through direct cash transfers. They are one of our recommended charities and a shining example of the many high-impact causes that benefit from the generosity of our members.

As an example of their impact, one of GiveDirectly's COVID-19 relief programs deployed funds to 494 female entrepreneurs hit hard by the pandemic. They each received \$1,125 in cash transfers, along with budgeting and entrepreneurial training from SHOFCO, a local NGO.

Just one example of the many women who have benefited from the relief program is Eunice Oloo Osanya, who lives in the Kibera slums of Nairobi, Kenya. Eunice runs a tailoring business but was struggling to make ends meet due to the impact of COVID. The cash transfer from GiveDirectly empowered her to invest in her business and support her family when it really mattered. She was able to pay her daughter's school fees, buy a new sewing machine and set up a stall to sell her products, ensuring her business is well placed to grow and prosper in the future.



**Eunice's story  
truly embodies  
the immense  
good that  
effective  
giving can do.**



# Our Funds

Led by expert fund managers, our community can boost their impact by pooling their resources into one of our three funds —making giving to high-impact charities as easy as possible.

## The Global Health & Development Fund

Aim: To tackle the global inequalities in health, wealth and opportunity

**\$250,000**

GRANTED SINCE 2020

**\$224,000**

GRANTED TO OUR  
RECOMMENDED  
CHARITIES IN 2021

## The Climate Fund

Aim: To find and fund sustainable solutions to the emissions crisis

**\$4.7 million**

GRANTED SINCE 2020

**\$3.2 million**

GRANTED TO OUR  
RECOMMENDED  
CHARITIES IN 2021

## Patient Philanthropy Fund

Aim: To safeguard and benefit the long-term future of humanity

**\$1.3 million**

RAISED

**\$1 million**

INVESTED FOR  
LONG-TERM IMPACT



LOOKING AHEAD TO OUR EXPECTED 2022 IMPACT:

# \$1b

**In new funds  
pledged to charity**

# \$30m

**Granted to our  
recommended charities**







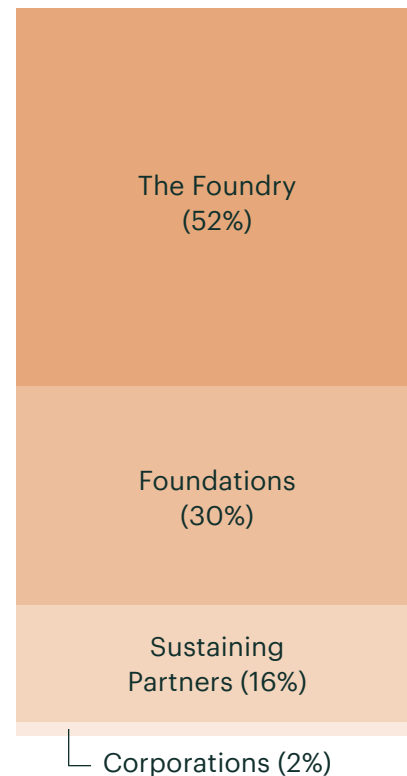
# 2021 Funding

Our community's achievements would not have been possible without the generous support of our donors. Gifts to Founders Pledge support our annual operations and reserves - underwriting costs like staff salaries, research on the highest-impact global charities, and putting on content-rich programmes — while allowing us to plan for the future.

**Donations from our members supported two thirds of our operating expenses in 2021.** In addition to member support, a diverse group of individual donors, foundations and corporations supported our mission.

To inquire about our funding and how to further support our mission, reach out to [fundraising@founderspledge.com](mailto:fundraising@founderspledge.com).

## 2021 OPERATIONS INCOME BY SOURCE:

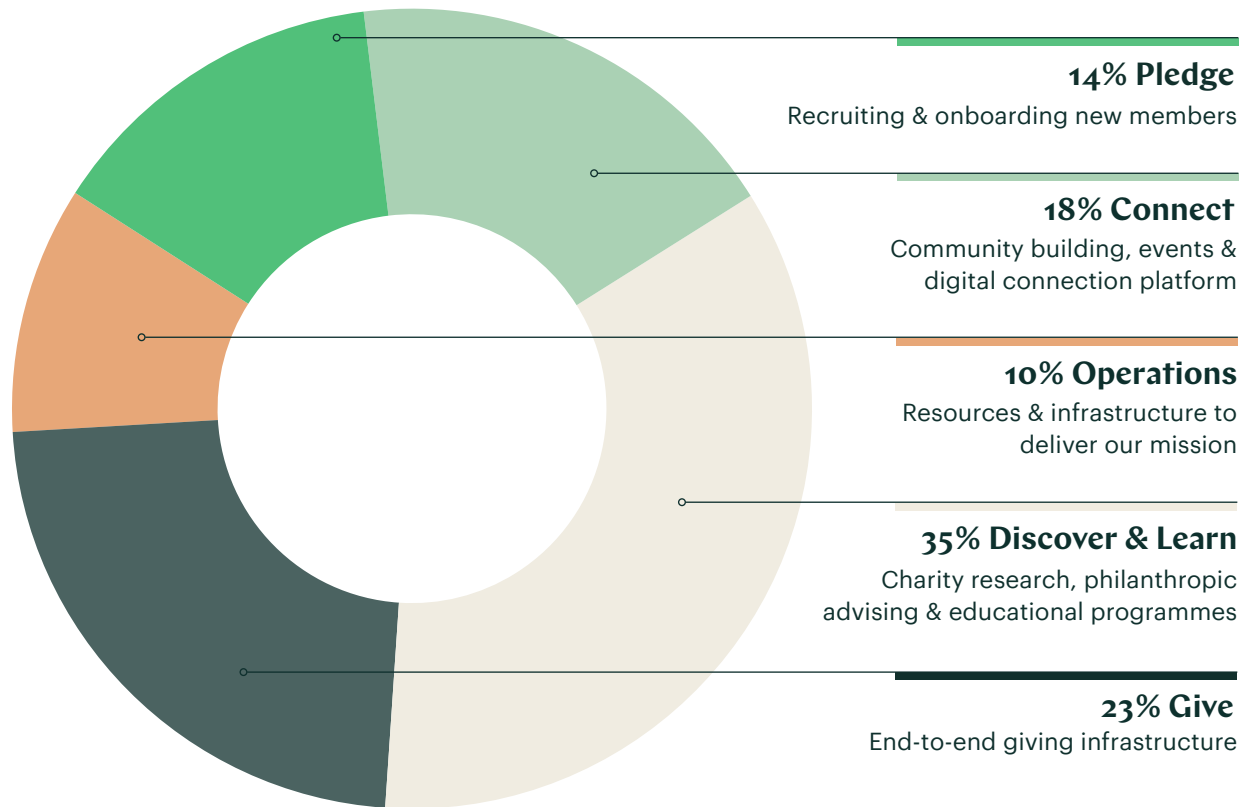




# 2021 Expenses

In 2021, \$5.6 million was spent to further our mission. Here's how that money was used.

Founders Pledge is committed to fiscal responsibility and we work to maximise the impact of our budget. We have ambitious goals to continue to educate and serve our growing membership worldwide. In 2021, we increased our investment in "Give," as our members gave more than any previous year. This spend ensured we made more grants - both in volume and value - while ensuring continuous improvements in risk mitigation.





# The Foundry

We recognise and thank our community of visionary philanthropists who make generous gifts to our operations and play a pivotal role as leaders in our community.



**NIKLAS ADALBERTH**



**VIKRANT BHARGAVA  
& DR. SURBHI  
VIRMANI**



**SHIRLEY & CURTIS  
CHAMBERS**



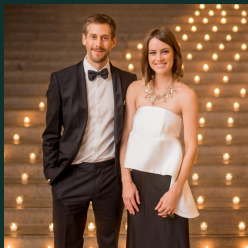
**LUKE DING**



**DAVID HELGASON**



**TAAVET HINRIKUS &  
SILVIA FANTAUZZI**



**NEIL HUTCHINSON &  
JESSICA STROUP**



**ERIC & WENDY  
SCHMIDT**



**JAAN TALLINN**



**ERIK BERGMAN**



**ANDREW WHITE &  
NICOLA KELLY**



**ALEX GERKO**



# In recognition of our 2021

## SUSTAINING PARTNERS

- John & Susan Baird
- Emily Brooke
- Dan Castillo
- Brian & Ela Crain
- Ignaz Forstmeier
- David & Eli Gardner
- Aron Gelbard & Caroline Harding-Gelbard
- Kathrin & Andreas Haug
- Ferry & Jennie Heilemann
- Fabian & Anna Heilemann
- Rand Hindi
- Jascha Hoffman
- Dawoon Kang
- Saul Klein
- Katie & Damian Kimmelman
- Shakil Khan
- Ryan & Margaret McKillen
- Gesa & Jan Miczaika
- Hilmar Veigar Pétursson
- Andy Phillipps
- Guy & Gal Podjarny
- Dom Narducci
- Bernd Roggendorf
- Jacob & Bunny Rosenberg
- Eric Salama
- Daniel C Schreiber
- Oliver-Malte Schulz
- Jack Smith
- Marcus Swanepoel & Frieda Mennen
- William Todd
- Blaine Vess
- Robby Walker
- Caspar & Ursula Woolley
- Jeremy Yap

## CORPORATE PARTNERS

## SUPPORTING FOUNDATIONS

## IN-KIND PARTNERS



# Turning the exception into the norm

Since 2015, the Founders Pledge community has moved \$737 million to the charitable sector and pledged \$7 billion to social causes. We've empowered 1,683 entrepreneurs to use their minds, their networks and their entrepreneurial drive to address the world's most pressing problems.

We know that certain charities are extraordinarily impactful, doing so much more with every dollar they receive. By supporting these outstanding organisations, we can make greater progress towards ending the world's most pressing problems — for good. Through pledging, connecting, learning and giving, our members are empowered to drive change. Together, they are transforming lives, not only for people and animals alive today, but for generations yet to come.





FOUNDERSPLEDGE.COM



Founders  
Pledge